

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Contract # 1364057
Schedule Dates 10/30/12-11/05/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washington
Product POLITICAL CANDIDATE (ms) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)

Date Entered 08/28/12
Last Modified 08/29/12
Entered By Lisa Carter
Headline # ECR097/207
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,000.50
Net Total \$5,669.50
Sales Tax

Greer Margolis Mitchell, Burns & Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OSAMA FOR AMERICA
JONATHAN VITTI

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/30/12-11/02/12	3	:30	6:28-50A- News-News 14	3	X	X	X	X				3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
					Carolina on ABC 45 at 630am														
2.0	Normal Line / SPOT (2)	10/30/12-11/05/12	3	:30	7A- ABC-Good Morning America	1	2	2	2	2				9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
3.0	Normal Line / SPOT (4)	10/30/12-11/02/12	3	:30	10:58-25A- ABC-The View	3	X	X	X	X				3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
4.0	Normal Line / SPOT (7)	10/30/12-11/05/12	3	:30	3P- Anderson Cooper	1	1	1	1	1				5	\$50.00	\$250.00	Greensboro (WXLV)	ANDERSON	8/28/12
5.0	Normal Line / SPOT (8)	10/30/12-11/05/12	3	:30	5P- Ricki Lake	3	X	X	X	X				3	\$25.00	\$75.00	Greensboro (WXLV)	DOCTORS	8/28/12
6.0	Normal Line / News (9)	10/30/12-11/05/12	3	:30	5:58-30P- News-News 14	1	1	1	1	1				5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
7.0	Normal Line / News (10)	10/30/12-11/05/12	3	:30	6:30P- ABC-World News	1	1	1	1	1				5	\$55.00	\$275.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
					Mondays-Fridays														
8.0	Normal Line / SPOT (13)	10/30/12-11/02/12	3	:30	7P- Family Feud	2	X	X	X	X				2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
9.0	Normal Line / SPOT (14)	10/30/12-11/02/12	5	:30	7P- 7:57P (EST)	2	X	X	X	X				2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
10.0	Normal Line / Prime (18)	10/30/12-10/30/12	3	:30	9-10P- ABC-Happy Endings	1								1	\$270.00	\$270.00	Greensboro (WXLV)	HAPPY ENDINGS/DON'T TRUST THE B***	8/28/12
					(Tuesday)														

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

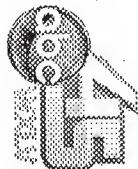
Date:

Accepted-Station:

Date:

Comments:

Greensboro (WXLV)		Spots	Rate
By Broadcast Month	Nov. 2012	65	\$6,670.00



WXLV-TV
3500 Meyer Lee Dr
Winston-Salem, NC 27101

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Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/10/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/28/12
Last Modified 08/29/12
Entered By Lisa Carter
No
Headline # ECR09797207
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,000.50
Net Total \$5,669.50
Sales Tax
Comments

Line	Line Type/ Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News (25)	10/30/12-11/05/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12	
12.0	Normal Line / SPOT (26)	10/30/12-11/02/12	3	:30	11:35P- ABC-Nightline	1	1	1	1				4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/28/12	
13.0	Normal Line / SPOT (3)	11/03/12-11/03/12	3	:30	8A- ABC-Good Morning American Saturday							1		\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12	
14.0	Normal Line / Prime (20)	10/31/12-10/31/12	3	:30	10P- ABC-Nashville (Wednesday)							1		\$675.00	\$675.00	Greensboro (WXLV)	NASHVILLE	8/28/12	
15.0	Normal Line / Prime (23)	11/02/12-11/02/12	3	:30	10P- ABC-20/20 (Friday)							1		\$280.00	\$280.00	Greensboro (WXLV)	20/20	8/28/12	
16.0	Normal Line / SPOT (27)	10/30/12-11/02/12	3	:30	12-02-05A- ABC-Jimmy Kimmel Live	3	X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL	8/28/12	
17.0	Normal Line / SPOT (6)	11/04/12-11/04/12	3	:30	10:58-4A- ABC-This Week							1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12	
18.0	Normal Line / News (12)	11/04/12-11/04/12	3	:30	628-45P- ABC-World News Sunday							1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12	
19.0	Normal Line / Prime (16)	11/05/12-11/05/12	3	:30	10:01P- ABC-Castle (Monday)							1		\$640.00	\$640.00	Greensboro (WXLV)	CASTLE	8/28/12	
20.0	Normal Line / News (1)	11/05/12-11/05/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am							1		\$40.00	\$40.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12	

CONFIRMATION CONTRACT

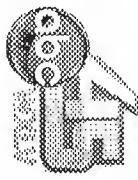
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Contract # **1364057**

Schedule Dates

10/30/12-11/05/12

Obama for America (30051)

Advertiser

Greer Margolis Mitchell, Burns & Associates-Washington

Agency

POLITICAL CANDIDATE (re) (1186)

Product

OBAMA FOR AMERICA (187386)

Brand

Millennium/DC, Washington DC (1108)

Salesperson

Millennium Washington DC

Sales Office

Bassett, Laura

Buyer Name

/

Phone/Fax

95/101/1537

CPE

National/Political Candidate Agency BRD

Account Types

Weekly/Irregular

Billing Type

OBAMA FOR AMERICA

Comments

JONATHAN VITTI

Date Entered: 08/28/12
Last Modified: 08/29/12
Entered By: Lisa Carter
No

Headline #

ECR09/29/207

Demo

A35+R

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,000.50

Net Total

\$5,669.50

Sales Tax

Rep Order# 9797207 Ver# 1 Status New
EC'd Yes

Traffic Order# 3615

Printed: 08/17/2012 4:49 PM
Last Received: 08/17/2012 2:29 PM

Showing Buylines: All Rep Revised Lines

1 of 4 C 2/20

Station WXLV-TV GREENSBOROW SALE M
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/10/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/30. TOTAL \$8055.

PLS CF- CHRISTINA FOR JON

Rep Order# 9797207 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 4:49 PM
EC'd Yes Last Received: 08/17/2012 2:29 PM

Showing Buylines: All Lines

2 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA.
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/1P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F, M	10/30-11/05	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F, M	10/30-11/05	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	11/03-11/03	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F, M	10/30-11/05	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F, M	10/30-11/05	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
6	SU	11/04-11/04	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F, M	10/30-11/05	3P-4P	RICKI LAKE	.30	\$50.00	5	1	5	\$250.00
8	TU-F, M	10/30-11/05	5P-6P	DOCTORS	.30	\$25.00	3	1	3	\$75.00
9	TU-F, M	10/30-11/05	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F, M	10/30-11/05	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	11/03-11/03	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	11/04-11/04	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F, M	10/30-11/05	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00

Rep Order# 9797207 Ver# 1 Status New Traffic Order#
EC'd Yes

Printed: 08/17/2012 4:49 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Lines

3 of 4

Station	WXI-TV GREENSBOROW,SALEM	Agency	(3050 K ST NW) GMMB	Rep Firm	() WASHINGTON					
Advertiser	(OBAMA FOR AMERICA)	Sales Office	() WASHINGTON	Salesperson	() JONATHAN VITTI					
Product	WASHINGTON, DC 20007	Agency C/P/I/P2/E	95/101/1537	Salesperson Phone#	202-955-5342					
Estimate#	1537	Flight Dates	10/30/2012 - 11/05/2012	Hiatus Weeks						
Buyer	Laura Bassett	Phone#		Fax#						
Ln	Day	Dates	Time	Program	Len					
					Rate					
					Spots/Week					
					# of Weeks					
					Total Spots					
					Total Cost					
14	TU-F,M	10/30-11/05	7P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	M	11/05-11/05	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	M	11/05-11/05	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
17	TU	10/30-10/30	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
18	TU	10/30-10/30	9P-10P	HAPPY ENDINGS/DON'T TRUST THE B****	.30	\$270.00	1	1	1	\$270.00
19	TU	10/30-10/30	10P-11P	PRIVATE PRACTICE 2	.30	\$705.00	1	1	1	\$705.00
20	W	10/31-10/31	10P-11P	NASHVILLE	.30	\$675.00	1	1	1	\$675.00
21	TH	11/01-11/01	8P-9P	LAST RESORT	.30	\$725.00	1	1	1	\$725.00
23	F	11/02-11/02	10P-11P	20 / 20	.30	\$280.00	1	1	1	\$280.00
24	SU	11/04-11/04	9P-10P	REVENGE	.30	\$595.00	1	1	1	\$595.00
25	TU-F,M	10/30-11/05	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
26	TU-F,M	10/30-11/05	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
27	TU-F,M	10/30-11/05	12A-1A	JIMMY KIMMEL	.30	\$5.00	3	1	3	\$15.00
28	SA	11/03-11/03	12P-330P	ABC COLLEGE FOOTBALL	.30	\$400.00	1	1	1	\$400.00

—REPORT TOTALS—

Rep Order# 9797207 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 4:49 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Report Totals. 69 / \$8,055.00

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX#

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI
202-955-5342
Salesperson FAX#

—SALES MONTHLY TOTALS—
Nov 12. 69 / \$8,055.00
Sales Totals. 69 / \$8,055.00
Station Totals. 69 / \$8,055.00
Lines not sent/rclsd/rtrn. 0 / \$0.00

—COMPETITIVE—

Market Totals \$100,688
CABL 0%
WGHP 28%
UNKN 0%
WMTV 3%
WBFX 0%
WUPN 0%
WCWG 0%
WXII 31%
WFMY 30%
WXLV 8%

Books
Demos
null
RA35+

1385